新大 MBA：欧美最佳实践的亚洲新试验

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2008年3月，新加坡管理大学商学院MBA项目面向全球第500名MBA学生招标，新加坡的MBA教育环境，新大可算得上是MBA家族里最与众不同的一个。虽然MBA已经做了30年，但这也是新大成立以来第一个以国际商学联合会（AACSB）为标准的MBA课程。

作为新大成立以来的首个MBA课程，新大以全球视野、全球化的管理理念、国际化的管理教育为平台，整合了欧美和亚洲商学院的教育资源，以全球化视野来培养国际化的MBA人才。

在新大，学生可以选修由美、日、韩等国的知名大学教授前来授课的课程，同时，新大还与美国、英国、法国的MBA课程进行合作，为学生提供更多的学习机会。

新大的MBA课程旨在培养全球化的管理人才，课程设置充分体现了新大MBA课程的特色，如全球视野、全球化的管理理念、国际化的管理教育等。

新大MBA课程的创新在于，它不仅强调理论知识的学习，更注重实践能力的培养，使学生在实践中学习和成长。新大MBA课程的特色在于，它融合了全球化的管理理念和亚洲地域文化的特色，使学生能够更好地适应全球化市场的竞争。

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MBA programme in SMU borrows the best of European and American Universities

By September 2008, 40 students from the Singapore Management University (SMU) would have completed their MBA programme. Although the MBA programme is new in SMU, it has adopted the best experiences from European and American business schools.

While in the stages of developing the curriculum, SMU was hunting for the best model for its maiden MBA programme and decided to follow the Wharton School. Under the diverse teaching pedagogy and model of the Wharton School, students will be best trained and well equipped to respond to the changing conditions of the business world. [OCC’s note: the reporter made a mistake in confusing SMU’s adopting Wharton as a model for our undergraduate education with SMU’s taking the best of both American and European business schools for our MBA curriculum.]

Ms Helen Li Junchi, a second year undergraduate, is rushing for classes through the SMU concourse. Helen and her classmates will be having classes in a seminar room which is a horseshoe shaped classroom. Seminar rooms are also being used by MBA students which help to integrate students into an interactive setting. SMU uses the seminar-style pedagogy in its undergraduate education to allow students to be more intensively exposed to the MBA education approach.

Actual MBA programmes are usually fast-track. For example, the duration of full-time study for the MBA programme is only 12 months. It is exactly the same as European business schools. The rationale behind it is that there is one common characteristic of MBA students in both Asia and Europe – most of them are degree holders in Business Management or Engineering. On the other hand, most applicants for MBA programme in US are degree holders in Humanities and the Arts.

Therefore, time can afford to be shortened for core modules such as business, accounting and finance, etc. But this does not mean that the quality is shrunk. Professional skills are integrated in core modules comprising 11 modules such as Ethics, Negotiation, Managing Operations, and Leading Across Cultures.

In fact, the model of one-year study (12 months) without vacation makes full use of the time of students, minimising their opportunity cost of being out of the workforce. Despite one-year full-time programme, SMU also provides another option of a flex-time study programme of 16 months, which is more flexible and convenient for those who would not like to quit their jobs.

To ensure the high quality of its MBA education, SMU recommends 6 years of working experience as criteria for applicants.

Some unique aspects from Harvard University such as case study methodology have become one of the important parts to guarantee a successful MBA programme. SMU also adopts Harvard’s training model in comprehensive management which enables individuals to be capable of multi-tasking and taking on multi roles. Moreover, taking on multi responsibilities plays an important role in senior management appointments.
Why does SMU have a unique teaching pedagogy in MBA? “Global business education is changing, and Asia is on the leading edge of this revolution. Direction of business education is also changing because of globalisation in business and the escalating status of Asian enterprises. Nowadays, leading companies in different industries are no longer restricted in the US or Europe,” a senior management member of SMU addressed in an email reply. In his viewpoint, case studies are now gradually shifting their focus to Asia. In terms of special business conventions in Asia, development in technology is another motivation for revolution, which helps people collect information more quickly.

“Taking all things into account, business education (including MBA) is changing in all directions”.